

## SUMMARY INDEX, VOLUME 7

The following Summary Index covers Volume 7 of the *Journal* and includes a Subject and Author Index. The Author Index comprises all refereed articles with original abstracts, the *Special Sections*, the *Minicases*, and *Commentaries On . . .*, listed alphabetically and cross-referenced by author. Works by the same author are listed chronologically. The Subject Index comprises refereed articles, *Special Sections*, and *Minicases*.

The Summary Index will be available as a separate publication and should facilitate readers' and researchers' efforts to locate reference articles and/or become more familiar with literature on health care marketing. Order information will be made available in the June issue of the *Journal*.

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ANDREASEN, Alan R. and Jean MANNING, Guest Editorial: Culture Conflict in Health Care Marketing, 7 (March), 2-8.

ARNOLD, Danny R., Louis M. CAPELLA, and Delia A. SUMRALL, Organization Culture and the Marketing Concept: Diagnostic Keys for Hospitals, 7 (March), 18-28.

For successful adaptation to changing environmental conditions, hospital organizational cultures must incorporate the marketing concept to enhance flexibility and orientation toward the external environment. The authors propose procedures for diagnosing a hospital's culture and determining how well it has adopted and implemented the marketing concept.

ARNOLD, Danny R., Louis M. CAPELLA, and Delia M. SUMRALL, Hospital Challenge: Using Change Theory and Processes to Adopt and Implement the Marketing Concept, 7 (June), 15-24.

Getting the marketing concept understood and accepted is one of the biggest challenges faced by a hospital. The authors discuss a variety of issues related to the process of changing a hospital's internal cultural values and managing those changes needed to embrace the marketing concept as part of the overall hospital culture.

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BARKDOLL, Gerald, see MORRIS.

BLAKE, Faye W., see MASSEY.

BORNA, Shaheen and Krishna MANTRIPRAGADA, Commentary On . . . Bartering: An Alternative Policy for Obtaining Human Organs for Transplantation, 7 (March), 47-53.

BOWERS, Michael R., Developing New Services for Hospitals: A Suggested Model, 7 (June), 35-44.

Hospitals tend to use an incomplete means of developing new services. The result is a lack of attention to the needs of the intended target markets. A model for developing new hospital services is suggested, one that allows greater input from the service recipients. An illustrative case is presented.

BRADSHAW, Theresa M. and Aggie ZOBIN, Minicase: Documentation of Effective Marketing for a Same Day Surgery Center, 7 (June), 63-69.

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CAPELLA, Louis M., see ARNOLD.

CARROLL, Norman V., Matthew PERRI, III, Evalan E. EVE, Jeffrey A. KOTZAN, and Jack E. FINCHAM, Estimating Demand for Health Information: Pharmacy Counseling Services, 7 (December), 33-40.

Consumers want more information about their health care. Before giving more information, health care providers need valid, reliable estimates of the amounts consumers will pay for health information. Using the example of pharmacist counseling services, the authors demonstrate a method for developing estimates of consumer demand for health information.

CHAKALAS, James M., see WOODSIDE.

CHANG, Rowland W., see ROSS.

CHANG, Y. N. and William R. PLATT, Commentary On . . . The First Powerful Step in Strategic Development, 7 (June), 50-55.

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COOPER, Philip D., Guest Editorial—Stages in Health Care Marketing Development: An Age Wave Example, 7 (December), 2-4.

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FERGUSON, Jeffery M., Richard DISCENZA, and John A. MILLER, Increasing the Odds of Patient Compliance Through Prescription Warning Labels, 7 (March), 37-46.

Ensuring patient compliance with instructions for medication continues to be a major problem. The authors report an experiment suggesting that warning labels promote compliance. In addition, other methods of improving compliance are discussed.

FINCHAM, Jack E., see CARROLL.

FISK, Trevor and Elizabeth Ann SOMERS, Special Section: An Approach for University Hospitals in Negotiating with Prepaid Plans, 7 (December), 60-70.

FROMMELT, Gayle, see ROSS.

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GRANT, Eugene W., Jr. and Fred N. HENDON, Jr., Minicase: An Application of Linear Programming in Hospital Resource Allocation, 7 (September), 69-72.

GROSSMAN, Ruth, see MORRIS.

## H

HAFER, John C., Developing and Operationalizing a Product/Service Classification System for Health Care Providers, 7 (September), 25-36.

A variety of classification systems have been presented since 1923. They have been directed toward classifying consumer goods, industrial goods, services, and ideas. The author assimilates several systems into a single system and describes two tools for operationalizing it. Examples and figures are presented and discussed.

HATCHER, Myron E., see NORDSTROM.

HAZELWOOD, Lisa, see ROSS.

HENDON, Fred N., see GRANT.

HISRICHL, Robert D., see COOPER.

HORTON, Devonne E., see NORDSTROM.

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JENKS, Lyn, Guest Editorial: Back to Basics, or Whatever Happened to "The Customer is Always Right?", 7 (June), 2-5.

JOHNSON, Brett C., Understanding the Relational Impact of the Health Care Marketing Exchange: A Review of the Social Implications of Therapeutic Communicator Style, 7 (September), 37-49.

Though the benefits derived from verbal communication between practitioner and patient often are beyond the control of most health care marketers, this encounter includes nearly all of the personality and social appeals that are critical to the development of a successful and long-lasting marketing exchange. To enable marketers of health care to understand more fully the communication context in which practitioners operate, the author reviews the social implications of therapeutic communicator style.

JOYCE, Mary L., see CRONIN.

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MacSTRAVIC, Robin Scott, Special Section: Manageable Evidence in Medical Care Marketing, 7 (December), 52-59.

MALHOTRA, Naresh K., A Marketing Orientation to Modeling the Hospital-Supplier Interface: A Probabilistic Approach, 7 (June), 6-14.

The author adopts a marketing orientation to model the hospital-supplier interface. A probabilistic approach using logit models is employed. Internal validity of the models estimated is examined and found to be satisfactory. The implications of the modeling process and findings for both hospitals and linen service contractors are discussed. The study reported is the second in a programmatic inquiry. The results of the first study were reported in the March 1986 issue of this journal.

MANNING, Jean, see ANDREASEN.

MANTRIPRAGADA, Krishna, see BORNA.

MASSEY, Tom K., Jr. and Faye W. BLAKE, Estimating Market Boundaries for Health Care Facilities and Services, 7 (September), 15-24.

Competition in the health care industry is intensifying. The changing environment is making it necessary for executives to integrate quantitative market identification methods into their strategic planning systems. The authors propose one such method that explicitly recognizes the relative strength of competition in the marketplace and offer two examples of its implementation.

McCAIN, Gary, Special Section: Black Holes, Cash Pigs, and Other Hospital Portfolio Analysis Problems, 7 (June), 56-64.

MILLER, John A., see FERGUSON.

MORRIS, Louis A., Ruth GROSSMAN, Gerald BARKDOLL, Evelyn GORDON, and Misoon Y. CHUN, Information Search Activities Among Elderly Prescription Drug Users, 7 (December), 5-15.

A national telephone survey was conducted to compare prescription drug information seeking by younger and elderly patients. Though the elderly were less likely to receive counseling from health professionals, they were more likely to consult mass media sources. Path analyses indicated that collateral variables (such as patient's condition and pharmacy type) moderated information-seeking patterns.

## N

NELSON, Arthur A., Jr., see PERRI.

NELSON, Linda S., Janice RUSTIA, and Donna M. KATEN, Hospital-Based Home Health Care Programs: A Descriptive Study, 7 (June), 25-34.

The changing health care delivery systems have encouraged extension of inpatient services into the home. The authors' study provides a description of hospital-based home health programs among 312 cen-

tral United States hospitals. Areas of focus are market segments, range of services, financial dimensions, and organizational features. Implications for marketing and management are addressed.

NORDSTROM, Richard D., Devonne E. HORTON, and Myron E. HATCHER, How to Create a Marketing Strategy Based on Hospital Characteristics that Attract Physicians, 7 (March), 29-36.

Through use of multivariate statistical and research techniques, the authors analyzed 30 hospital features that contribute to a physician's image of a hospital as being a good or a poor place for patient admission and in which to practice. Use of the data obtained in this study can enable a hospital administrator to monitor changes in physicians' attitudes, plan strategies to encourage quality physicians to admit their patients, improve aspects perceived to be weak or unresponsive, and capitalize on strengths.

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PARSONS, Robert J. and Robert E. TONKINSON, Jr., Minicase: Pricing Analysis for Health Care Services and Products, 7 (December), 71-80.

PAUL, Terry, Guest Editorial: Emerging Employee Health Care Concerns, 7 (September), 2-6.

PERRI, Matthew, III, see CARROLL.

PERRI, Matthew and Arthur A. NELSON, Jr., An Exploratory Analysis of Consumer Recognition of Direct-to-Consumer Advertising of Prescription Medications, 7 (March), 9-17.

Consumer knowledge of direct-to-consumer prescription drug advertising was explored by assessing consumer recognition of the direct advertising of Pneumovax by Merck, Sharp and Dohme. Consumer attitudes, medical condition, and demographic characteristics were the central issues of the survey instrument used in the 139 personal interviews conducted. Results indicate 12% of consumers were aware of the Pneumovax promotion. Consumer attitudes were favorable, and the majority of respondents indicated they would ask their physician about advertised prescription medicines.

PHELAN, Rose D., Commentary On . . . Nursing: An Unrecognized Major Health Care Marketing Force for Hospitals, 7 (June), 45-49.

PHILLIPS, Jan Hirsch and C. E. REEDER, Ambulatory Care Centers: Structure, Services, and Marketing Techniques, 7 (December), 27-32.

A generic definition for an ambulatory care center (ACC) is not apparent. ACCs differ in ownership, primary function, and services offered. ACCs are attempting to expand their patient base by providing nonemergency care, contracting with provider organizations (e.g., HMOs and PPOs), and using aggressive marketing techniques.

PLATT, William R., see CHANG.

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Since the Supreme Court's ruling that removed barriers to professional advertising, one profession after another has changed radically. Re-

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